



~~With Secret Attachment~~ ~~WOB~~

DEPARTMENT OF STATE

Washington, D.C. 20520

January 16, 1975 *APU*

→ Return to
Frank Ortiz

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To: ARA - Ambassador Bowdler
From: ARA/APU - Frank V. Ortiz
Subject: Luncheon on January 17 in Honor of the Argentine Trade Mission

You have agreed to host a luncheon in honor of the Argentine Confederacion General Economica (CGE) Trade Mission official delegation. A guest list is attached (Tab A). B.A. 282 (Tab B) puts the Trade Mission in some perspective. Also attached (Tab C) is a biographic sketch of Julio Broner.

In your toast, I recommend you draw on the following points:

- 1)we welcome the delegation to the Department, and through it the Trade Mission to the United States.
- 2)it is precisely through the efforts and salesmanship of Argentine businessmen such as those on this trade mission that the bilateral trade between our countries can best be increased and become more balanced.
- 3)we are hopeful that Argentina will sell more to the United States. We like Argentine products which are among the finest anywhere.
- 4)we expect that the Trade Bill recently passed by the U.S. Congress will result in greater access for Argentine products to the U.S. market.
- 5)we understand that the visit to New York and Washington is but the first of several planned by the CGE for 1975 to different parts of the world.
- 6)we wish the CGE good fortune, both in its commercial efforts, and in its endeavors as an organization representative of Argentine businessmen.

Attachments:

- Tab A - Guest List for Luncheon
- Tab B - Cable, Buenos Aires 282
- Tab C - Biographic Sketch on Julio Broner

Drafted:ARA/APU:RCFelder:jc *RCF*

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Declassified Case: 174-52134 Date: 10-22-2015

GUEST LIST

for

Luncheon in Honor of
Argentine CGE Trade Mission Delegation

Place: Department of State - Eighth Floor

Van Buren
Room #2

Date: January 17

Time: 12:30 p.m.

United States

Ambassador Bowdler (host)

Deputy Assistant Secretary Joel W. Biller

Deputy Assistant Secretary of Commerce, Laurence Fox

Mr. Knepper - ARA/ECP

Mr. Ortiz - ARA/APU

Argentina

Julio Broner, President, CGE

Jose C. Piva, Director, CGE

Isidoro Cordova, CGE

Francisco Cerro, Senator from Province of Santiago
del Estero

Raul Dejean del Castillo, Economic Counselor,
Secretariat of International Economic Affairs

~~Osvaldo Lomazzi, Director Confederacion Industrial
Argentina Norberto Pepe (CGE)~~

Marcelo Huergo, First Secretary, Embassy of the
Argentine Republic



Department of State **TELEGRAM**

1975 JAN 15 AM 6 00

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ACTION ARA-10

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E.O. 11652: N/A
TAGS: BEXP, AR
SUBJECT: VISIT OF CGE TRADE MISSION TO NYC

REF BA 121

1. AT TIME OF THEIR DEPARTURE FROM BUENOS AIRES (FRIDAY EVENING, JAN 10), CGE OFFICIALS STILL HAD NOT DECIDED WHICH MEMBERS OF GROUP WOULD BE VISITING WASHINGTON ON JAN 16 AND 17. AS IT TURNED OUT THAT ONLY "OFFICIAL" MEMBER OF MISSION WAS SECRETARIAT OF INTERNATIONAL ECONOMIC AFFAIRS COUNSELOR RAUL DEJEAN DEL CASTILLO. WE JUDGE THAT THE GROUP TRAVELLING TO WASHINGTON IS LIKELY TO BE SMALL AND INCLUDE THE LEADING OFFICIALS OF THE BUSINESS ORGANIZATIONS SPONSORING THE TRIP. IN ADDITION TO ING. JULIO BRONER, PRESIDENT OF THE CONFEDERACION GENERAL ECONOMICA (CGE), THE FOLLOWING ARE THE VIPS INCLUDED IN THE GROUP:

JOSE C. PIVA, DIRECTOR, CGE

RAUL DEJEAN DEL CASTILLO, ECONOMIC COUNSELOR, SECRETARIAT OF INTERNATIONAL ECONOMIC AFFAIRS

OSVALDO P. LOMAZZI, MEMBER OF THE BOARD, CONFEDERACION



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INDUSTRIAL ARGENTINA

ALDO GILBERTO/CARRIZO, CGE REPRESENTATIVE, PROVINCE OF CATAMARCA

ANTUNIO LOVELLO, CGE REPRESENTATIVE, PROVINCE OF MENDOZA

FRANCISCO EDUARDO CERRO, SENATOR FROM PROVINCE OF SANTIAGE
DEI ESTERO

ALBERTO LUIS RUTNIZKY, HEAD OF PRESS DEPARTMENT, CGE

SENATOR CERRO, THOUGH A MEMBER OF THE NATIONAL CONGRESS, IS
NOT RPT. NOT TRAVELLING AS A REPRESENTATIVE OF THE CONGRESS,
BUT AS AN INDIVIDUAL MEMBER OF THE MISSION. CERRO IS A MEMBER
OF SENATE COMMITTEES ON CONSTITUTIONAL, ADMINISTRATIVE AND
MUNICIPAL AFFAIRS AND ON LABOR AND SOCIAL SECURITY.

DEPARTMENT MAY WISH TO LIMIT NUMBER OF VISITORS TO ABOVE BY
ISSUING INVITATIONS OR SETTING NUMBER THEY ARE PREPARED TO
RECEIVE.

2. CHARGE BEAL GAVE LUNCHEON IN HONOR OF MISSION ON JAN. 9.
AT LUNCHEON BRONER PRESSED EMBOFFS TO DO EVERYTHING POSSIBLE
TO MAKE HIS VISIT A SUCCESS. HE INDICATED HE WANTED TO COME
BACK FROM US WITH SOMETHING TO "SHOW". HE SPOKE ABOUT A BREAK-
THROUGH ON ARGENTINE EXPORTS OF FRESH MEAT, APPLES AND WOOL
TO THE US. HE DWELT AT LENGTH ON THE ISSUE OF COUNTERVAILING
DUTIES ON ARGENTINE SHOES, SAYING HE HOPED TO CONSULT WITH US
OFFICIALS ON THIS ISSUE. EMBOFFS ATTEMPTED TO BRING BRONER TO
MORE REALISTIC EXPECTATIONS. HE ALSO SPOKE ABOUT THE US TRADE
ACT AND HIS INTEREST IN BEING BRIEFED ON THIS ISSUE.

3. WHILE WE EXPECT THE GROUP TO CONCENTRATE ON COMMERCIAL WORK
AND TOURISM, BRONER'S BASIC INTEREST IS IN PROMOTING HIMSELF
AND THE CGE, AND HE CAN BE EXPECTED TO TRY TO MAKE HEADLINES
IN BUENOS AIRES WHILE HE IS IN THE US, ONE WAY OR ANOTHER.
BRONER IS ON THE DEFENSIVE THESE DAYS. THE CGE, UNDER HIS
LEADERSHIP, ENJOYED GREAT INFLUENCE DURING THE TENURE OF JOSE
GELBARD IN THE ECONOMIC MINISTRY. IT WAS ABLE TO PRESSURE
MOST OTHER BUSINESS ORGANIZATIONS TO FALL IN LINE BEHIND BRONER
AND GELBARD AND CARRIED OFF HEADLINE CATCHING TRADE MISSION TO
EASTERN EUROPE AND CUBA. THE CGE BECAME ALMOST COMPLETELY IDENTIFIED



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WITH GELBARD'S ECONOMIC POLICY. AS THE SOLE REPRESENTATIVE OF BUSINESS AND INDUSTRY IN THE GOVERNMENT-SPONSORED "SOCIAL PACT", THE CGE BECAME, EVEN MORE THAN BEFORE, IDENTIFIED IN THE PUBLIC MIND AS THE PERONIST BUSINESS ORGANIZATION. HOWEVER, GELBARD AND BRONER WERE NEVER REALLY ACCEPTED BY MANY ORTHODOX PERONISTS. GOMEZ MORALES (AN ORTHODOX PERONIST) WHO SUCCEEDED GELBARD, HAS STUDIOUSLY SOUGHT TO DILUTE THE IDENTIFICATION BRONER BUILT UP WITH HIS PREDECESSOR. BRONER'S AND THE CGE'S INFLUENCE HAS DECLINED. THIS HAS BECOME PARTICULARLY EVIDENT IN THE CONTEXT OF THIS TRADE MISSION WHICH DESPITE THE CGE'S EFFORTS INCLUDED NONE OF THE HIGH LEVEL OFFICIAL REPRESENTATION AND FANFARE WHICH ACCOMPANIED PREVIOUS CGE MISSIONS. HOWEVER, THE CGE, BY ITS PARTICIPATION IN THE "SOCIAL PACT" AND IN MANY JOINT GOA-PRIVATE SECTOR COMMITTEES, IS STILL THE ONLY BUSINESS ORGANIZATION WITH DIRECT ACCESS TO A NUMBER OF IMPORTANT GOA AGENCIES. THEREFORE, THE INFLUENCE CANNOT RPT CANNOT BE DISCOUNTED. DECON 1/14/76.

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